

**METHOD AND APPARATUS FOR EMBEDDING ROUTING  
INFORMATION TO A REMOTE WEB SITE IN AN AUDIO/VIDEO TRACK**

**ABSTRACT OF THE DISCLOSURE**

A redirect system is provided which is operable to redirect information over a network (1610). This information is associated with a compressed MP3 audio file which is initially transmitted through the network from a source (1612) to a user PC (1600). The user PC (1600) will then play the information and, upon playing the information, embedded information within the audio file will be detected by an application program (1604). This will cause a browser (1602) to launch and route the embedded information to an intermediate node (1620). This information will be matched with information in a database (1624), which information provides routing information to a producer location (1614). This is transmitted back to the user PC (1600) which will then effect a connection with the producer (1614) to either view in the simple case a web page and, in the more complex case, actually transmit information from the database (1624) through the user PC (1600) to the producer (1614) to provide a customized communication in the form of a customized web page.